

DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Public Arts Commission

FROM: Pauline Tannos, Public Arts Coordinator

DATE: February 4, 2016

SUBJECT: Annual Strategic Planning 2016

Background

The Urbana Public Arts Program was established by the City Council in 2008 to “foster a city where all residents – emerging artists, established artists, and “non-artists” alike – can engage in the arts, and where artists can thrive and feel valued.” Since its creation, the program has developed seven core programs: Urbana Arts Grants, Arts in the Schools, Art at the Market, Art Now!, Artist of the Corridor, Murals on Glass, and the Urbana Sculpture Project. In addition, the program recently launched two annual events: Urbana Art Expo and Boneyard Spring Celebration.

With great support from the Public Arts Commission, the Urbana Public Arts Program will have accomplished the following achievements by the end of the fiscal term this year:

1. Installed two new artworks in public spaces in Downtown Urbana (Murals on Glass);
2. Displayed artworks by four artists or artist groups at the City Building and the Urbana Free Library (Artist of the Corridor);
3. Provided teaching and performance opportunities for 6 visual artists and 5 musicians or music groups (Art at the Market);
4. Awarded a total of \$47,500 to selected individual artists, artist teams and arts organizations (Urbana Arts Grants);
5. Awarded a total of \$3,000 to King Elementary School and Wiley Elementary School in support of their educational arts project (Arts in the Schools);
6. Aired 12 artist interviews on UPTV and YouTube (Art Now);
7. Planned and held the first annual Boneyard commemoration event that included performances, a call for entries, and other arts components (Urbana Celebrates the Boneyard);
8. Planned and held the first annual fine art fair at the Civic Center, showing the work of 23 local artists (Urbana Art Expo);
9. Applied to two grant programs by the National Endowment for the Arts in collaboration with the Public Art League and the Independent Media Center (fundraising);

10. Grown the numbers of social media followers since July 1, 2015 – from 877 to 1,078 on Facebook; from 1,442 to 1,622 on Twitter; and from 45 to 105 followers on Instagram (marketing).

To ensure the continued success of the Urbana Public Arts Program, every year, City staff and the Public Arts Commission review existing program goals and share any ideas or concerns for the well-being and continued relevance of the program.

Discussion

The goals of this meeting are to:

- Reiterate and clarify the program's vision and current structure.
- Assess current initiatives and identify gaps and opportunities to better fulfill the vision.
- Identify potential directions to close gaps and/or seek opportunities to better fulfill the vision in FY2016-17.

No final decisions will be made during this meeting, as it will be entirely for brainstorming, assessment and advisement purposes. Staff will use information gathered from this discussion to develop the program's annual plan and budget, which will be presented to Council in April. Topics to be discussed can be found in Attachment A.

Recommendation

Staff recommends that members of the Commission use this opportunity to thoroughly discuss the broad goals and objectives of the Public Arts Commission for the coming year. At the next Commission meeting on March 8, staff will compile and bring forward a draft proposal for FY16-17 based on the themes raised in this discussion.

Prepared by:

Pauline Tannos

Attachment A. Annual Planning Discussion Outline